



Important aspects of verbal and non-verbal communication

## THE ART OF COMMUNICATION



# COMMUNICATION GUIDE

- Degree of impact of verbal and non-verbal communication.
- Differences between the two.
- Attention grabbing.
- Gestures
- Voice.
- Posture.

# Communication

- We have 10-20 seconds to capture the attention of an audience and form a good image of us.



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# COMMUNICATION

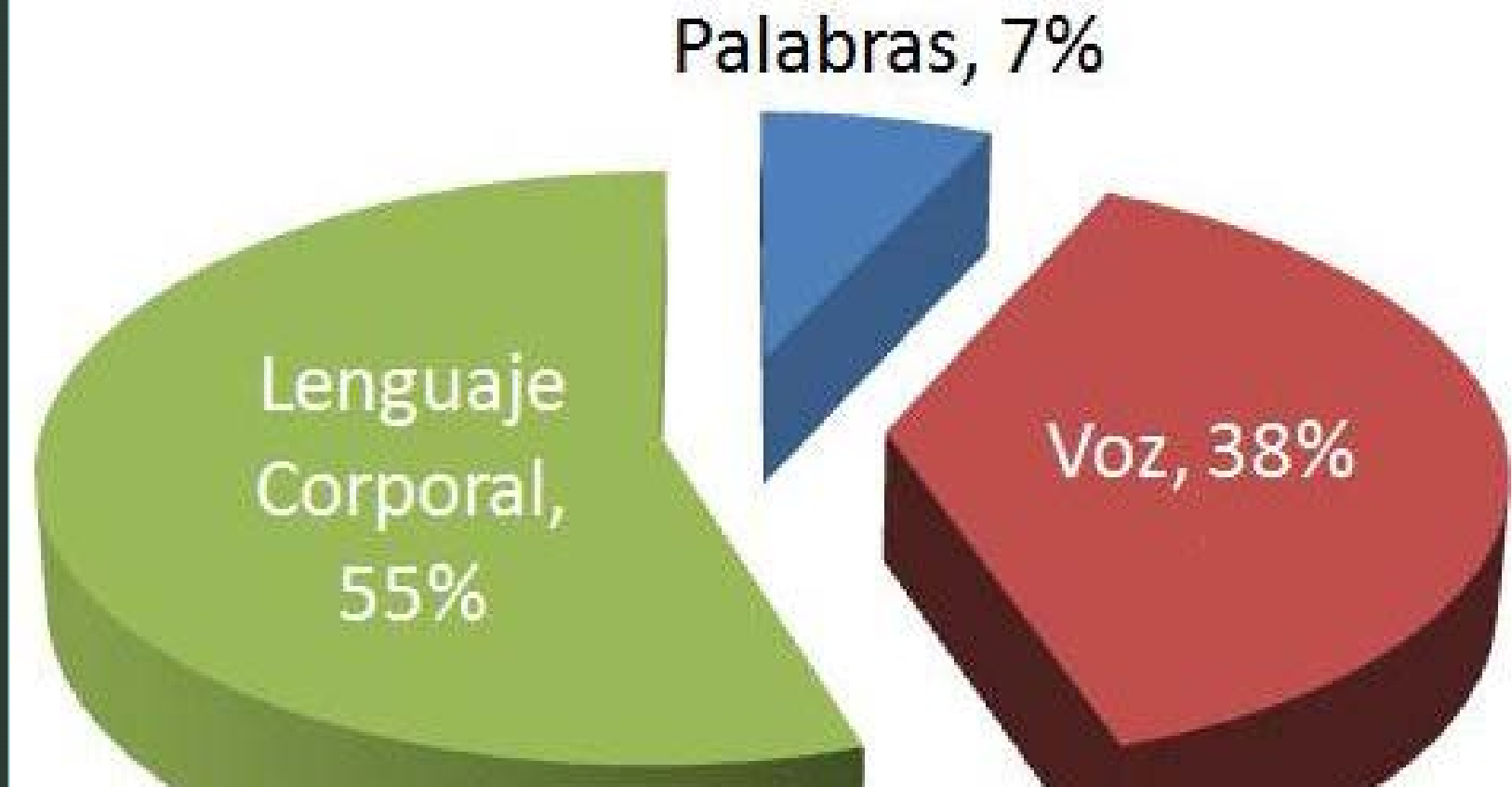
- We have 10-20 seconds to capture the attention of an audience and form a good image of us.
- **Not only physical but attitudinal, gestural, using correct intonation, etc., ultimately connecting with the receiver.**



# COMMUNICATION

- Importance of keeping the public hooked.
- Knowing how to keep the times of the exhibition.
- Starting from how others see us in order to improve.





Percentages of what we transmit.

**VERBAL AND NON-VERBAL  
COMMUNICATION**

# VERBAL AND NON-VERBAL COMMUNICATION

A través de la palabra transmitimos contenidos, datos, información, conocimientos, etc.

A través de los gestos transmitimos emociones, actitudes, sentimientos, etc.

En la escuela se enseña la gramática del lenguaje verbal pero no la forma de transmitir a través del lenguaje corporal.

# Non verbal Communication

- The gesticulation is in line with the intonation.
- Gesture area between neck and waist.
- Starting point of the hands (fingers facing each other).
  - Crossed arms.
  - Hands in pockets.
  - Rub our hands.
- The importance of the voice.



# Tipos de gestos

EMBLEMÁTICOS: intencionales y claramente identificables como pulgar hacia arriba, movimiento de la mano, etc.

ILUSTRADORES: son conscientes, acompañan al mensaje y son muy convincentes.

EMOTIVOS: similar a los ilustradores pero no son neutros, transmiten emociones.

REGULADORES: controlan la interacción

ADAPTADORES: son involuntarios y nos ayudan a adaptarnos a situaciones de incomodidad.



# VOICE

- Paraverbal communication. Depends on the context.
- Ability to influence others.
  - Tone (boring monotony).
  - Speed (slow denotes safety)
  - Clarity (poor articulation).
- It may indicate:
  - You want to be in that situation.
  - Afraid.
  - Unsafety.
  - Nerves.
  - Lie (when lowering the volume).

# VOICE



- Vocalizing exercises.
  - Pencil
  - Champagne cap.



# POSTURE

- WALK:
  - Dropped arms, before shoulder version. Reluctance, tiredness
  - Put your chest out, head high. Safety, optimism.
- Exposure: security is sought.
  - Balance.
  - Firmness.
  - Position of the hands.



# POSTURE. FEETS

- ESTABILITY.
  - Feet in parallel (comfort, confidence).
  - Crossed feet (instability, closure, repression if they are very tense).
  - Crooked foot (denotes discomfort).
- Direction
  - One foot facing the opposite side (door) run away.
  - Facing the person, he has no discomfort.
- Movements
  - Too much movement indicates nervousness, restlessness, insecurity, etc.

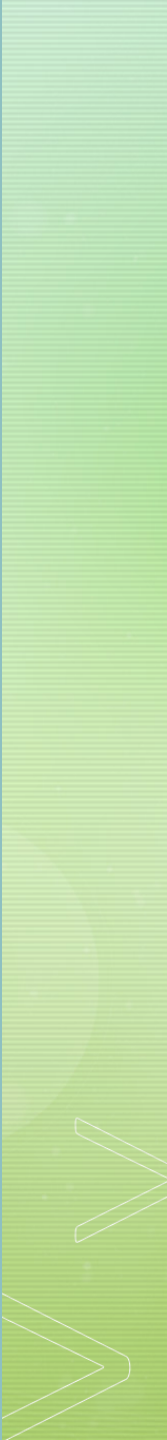
## ▀ Gestures to maintain attention

- Gain visibility.
  - Raise the tone.
  - Hands up.
  - Take breaks.



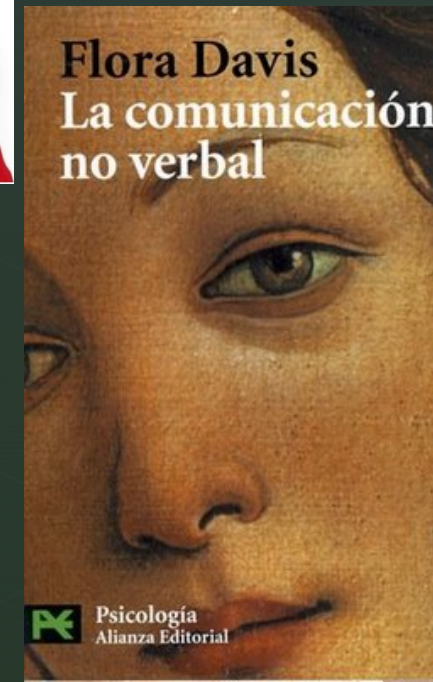
# Attitude marks success

Our positive and optimistic  
attitude favors success.



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# KEYPOINTS OF SUCCES



<https://www.youtube.com/watch?v=mAD8MebZB5g>